

**EPA ENERGY STAR PROGRAM EVALUATION
TELEPHONE SURVEY FORM**

PROGRAM: Residential Heating and Cooling
SUBJECTS: Residential HVAC Contractors That Have NOT Participated in ENERGY STAR Training
ADMINISTRATION: This survey will be programmed for Computer Assisted Telephone Interviewing (CATI) administration by Opinion Dynamics Corporation.

CUSTOMER IDENTIFICATION

Contact Name: [from sample]
Company: [from sample]
Address: [from sample]
City, State, Zip [from sample]
Telephone: [from sample]
4 Digit SIC Code: [from sample]
Industry Description: [from sample]
Employment Category: [from sample]
Survey ID Number: _____

Lead in:

Hello, this is _____ calling from _____. We're conducting a survey of residential heating and cooling equipment dealers and contractors for the United States Environmental Protection Agency.

Identification of Respondent

May I speak with the person in your company who is responsible for selling replacement heating and cooling systems to residential customers?

IF CONTACT IS NOT AVAILABLE, ASCERTAIN BEST TIME TO CALL. IF SEVERAL EMPLOYEES FIT THIS DESCRIPTION, ASK FOR THE ONE THAT HAS BEEN IN A SALES POSITION THE LONGEST.

Lead in for respondent.

Hello, this is _____ calling from _____. We're conducting a study of residential heating and cooling equipment dealers and contractors for the United States Environmental Protection Agency. All information you provide will be confidential and will not be linked in any way to you or your company.

Does your company sell or install residential heating and cooling equipment?

IF Yes: CONTINUE

IF No: THANK AND TERMINATE INTERVIEW

This interview should last 15 minutes. If it is convenient I would like to do the survey now. IF NOT CONVENIENT, SCHEDULE A CALLBACK TIME.

Company Characteristics

I would first like to ask you some questions about your company.

CH1. I am going to read you a list of services your company may provide. After I read each service, please tell me whether your company provides it. [CODE 1=YES, 2=NO.]

- a) Dealing/selling residential heating and cooling equipment..... ____
- b) Installing residential heating and cooling equipment..... ____
- c) Servicing/maintaining residential heating and cooling equipment ____
- d) Financing residential heating and cooling equipment purchaser . ____
- e) Distributing residential heating & cooling equipment to other companies/dealers..... ____
- f) Dealing/selling commercial heating and cooling equipment..... ____
- g) Installing commercial heating and cooling equipment ____
- h) Servicing/maintaining commercial heating and cooling equipment ____
- i) Financing commercial heating and cooling equipment purchaser . ____
- j) Distributing commercial heating & cooling equipment to other companies/dealers..... ____

CH1a. What percentage of your heating and cooling equipment sales are to residential customers?

ENTER PERCENTAGE ____

CH2. I am going to read you a list of different types of residential heating and cooling equipment. After each one, please tell me if your company sells or installs it. CODE 1=YES, 2=NO, 97=DON'T KNOW, 9=REFUSED. IF YES, ASK QUESTIONS CH3 AND CH4. THEN GO TO NEXT EQUIPMENT TYPE. IF NO, THEN GO TO CH5.

CH3. Roughly, how many units of _____ did your company sell or install in 1998?

CH4. How many units of _____ did you personally sell or install in 1998?

Equipment Type	CH2	CH3	CH4
a. Gas/oil furnaces			
b. Gas/oil boilers			
c. Central Air conditioners			
d. Programmable Thermostats			
e. Air source heat pumps			
f. Geothermal heat pumps			
g. Gas-fired heat pumps			

CH5. How many full-time equivalent employees of all types work for your company?
ENTER NUMBER OF EMPLOYEES..... _____

Sales Practices and ENERGY STAR Promotion

SP1. Are you familiar with the ENERGY STAR label?
Yes 1
No 2

IF SP1 = 1, ASK SP2, ELSE SKIP TO SP13.

SP2. Could you describe it for me? [CIRCLE ALL ELEMENTS MENTIONED]

Green color 1
Blue color 2
Yellow color..... 3
Oblong shape..... 4
Semi-circle 5
Has a star 6
Has the word Energy..... 7
Has world map 8
Includes DOE and/or EPA..... 9
Other (specify)_____ 10

SP3. Could you tell me what the ENERGY STAR label means to you in regard to the products you sell or distribute? [CIRCLE ALL ELEMENTS MENTIONED]

The product meets certain efficiency specifications..... 1
The specifications were worked out with industry 2
The product saves energy 3
The product saves my customers money..... 4
The product is reliable 5
The product is more expensive than standard models 6
The product helps the environment 7
Other 8

SP4. More generally, what messages does the ENERGY STAR label convey to you?

	SP4 Messages
Using an ENERGY STAR-labeled product saves energy.	1
Using an ENERGY STAR-labeled product reduces air pollution or helps the environment.	2
Using an ENERGY STAR-labeled product saves my customers money.	3
ENERGY STAR-labeled products are of high quality.	5
ENERGY STAR is a label created by the federal government.	6
Manufacturers that make ENERGY STAR-labeled products are good corporate citizens.	7
ENERGY STAR is a voluntary program.	8
Other (Specify)	9
Don't know	97

SP5. Does your company currently promote products that qualify for the ENERGY STAR label?

Yes..... 1
 No 2
 Don't know 97

IF SP5 = 1, ASK SP6, ELSE SKIP TO SP8a

SP6. What methods does your company use to promote ENERGY STAR heating and cooling equipment? [CIRCLE ALL THAT APPLY.]

Print or other media advertising..... 1
 Coop advertising with manufacturer 2
 In-store displays 3
 Display of ENERGY STAR logo on product literature 4
 It's standard sales procedure to mention ENERGY STAR equipment..... 5
 Discounting of ENERGY STAR equipment..... 6
 Participation in utility-sponsored programs 7
 Special financing programs 8
 Rebates 9
 Other (Specify) 10
 None 11
 Don't Know 97

IF SP6 = 11 THEN GOTO 8a.

SP7. In which of the following media do you use the ENERGY STAR label or message?
[CIRCLE ALL THAT APPLY.]

- Television Advertisement 1
- Radio Advertisement 2
- Newspaper Advertisement..... 3
- Trade Journal Advertisement..... 4
- Product Catalogs 5
- Website, e-mail broadcast 6
- Public service announcements 7
- Public relations events..... 8
- Point-of-purchase displays 9
- Don't know 97

SKIP TO SP 11.

SP8a. What is the main reason your company does not promote ENERGY STAR products?
[CIRCLE ONE.]

SP8b. Are there other reasons? [CIRCLE ALL THAT APPLY.]

	SP8a	SP8b
No other reasons		0
Not enough recognition for ENERGY STAR among customers	1	1
Promotion of energy efficiency not important to business strategy	2	2
Perceived that customers generally not interested in energy efficiency	3	3
Savings to customers did not justify extra costs	4	4
Performance problems with ENERGY STAR equipment	5	5
Had own manufacturer campaign/logo/brand	6	6
Do not believe it is profitable	7	7
Other (Specify) _____	8	8
Don't Know	97	97

SP11 Have the manufacturers or distributors you purchase products from promoted ENERGY STAR-labeled products?

- Yes..... 1
- No 2
- Don't know 97

IF SP11 = 1, ASK SP11a, ELSE SKIP TO SP13.

SP11a. Please describe these promotional efforts. [CIRCLE ALL THAT APPLY]

Conducting or co-sponsoring training.....	1
Discounting ENERGY STAR products.....	2
Providing ENERGY STAR information	3
Advertising ENERGY STAR	4
Co-advertisements.....	5
Provision of point-of-purchase materials	6
Public relations events.....	7
Other (specify)	8
None	9

SP13. Do you offer special financing mechanisms for high-efficiency products?

Yes.....	1
No	2
Don't know	97

IF SP13 = 1, ASK SP14, ELSE SKIP TO CB1.

SP14. Please describe these programs. [CIRCLE ALL ELEMENTS MENTIONED]

ENERGY STAR loan/financing program.....	1
Lower interest rates for ENERGY STAR equipment.....	2
Longer loan terms for ENERGY STAR equipment	3
Same as cash for ENERGY STAR equipment.....	4
Lower interest rates for high efficiency equipment	5
Longer loan terms for high efficiency equipment.....	6
Same as cash for high efficiency equipment	7
Honeywell/GE Capital loan/financing program	8
Air Conditioning Contractors of America (ACCA) loan/financing program	9
Lennox loan/financing program	10
Carrier loan/financing program.....	11
Trane loan/financing program.....	12
Other (specify).....	13
None	14

SP15. What features are important to you in a financing program?	
Lower interest rates for ENERGY STAR equipment.....	2
Longer loan terms for ENERGY STAR equipment	3
In-home customer approval	4
Same as cash options	5
Check sent to dealer not customer	6
No paperwork	7
Other (Specify)	8
Don't know	97

CHANGE IN BELIEFS AND PRACTICES

CB1. How often do you provide customers with cost estimates for high-efficiency as well as standard-efficiency equipment?	
In all sales situations	1
In most sales situations	2
In some sales situations	3
In very few sales situations.....	4
Never	5
Don't know	97
CB2. How often do you provide customers with estimates of utility bill savings for high-efficiency models?	
In all sales situations	1
In most sales situations	2
In some sales situations	3
In very few sales situations.....	4
Never	5
Don't know	97
CB5. How often do you provide the customer with a financing option for purchasing equipment?	
In all sales situations	1
In most sales situations	2
In some sales situations	3
In very few sales situations.....	4
Never	5
Don't know	97

CB7. Do you use return on investment (ROI), payback, computer analyses or another financial analysis tool for promoting high-efficiency equipment? If yes, please specify which financial analysis tool(s) you use and how often you present the analysis to customers.

	a. Simple payback	b. Return on Investment	c. Computer analysis	d. Other
In all sales situations	1	1	1	1
In most sales situations	2	2	2	2
In some sales situations	3	3	3	3
In very few sales situations	4	4	4	4
Never	5	5	5	5
Don't know	97	97	97	97

CB7a. What is the reason customers give most often for *not* purchasing ENERGY STAR or other high efficiency equipment? [CIRCLE ONE ONLY.]

CB8. Are there other reasons? [CIRCLE ALL MENTIONED.]

	CB7a	CB8
No other reasons		0
Price is too high	1	1
Concerns about equipment performance	2	2
Believe that savings do not justify costs	3	3
Believe extra investment in home will not be recovered at sale	4	4
Other (Specify) _____	8	8
Don't Know	97	97

CB10. What sales message appears to have been most effective in convincing customers to purchase high-efficiency equipment? [CIRCLE ONE ONLY.]

CB11. What other messages have been effective? [CIRCLE ALL THAT APPLY.]

	CB10	CB11
No other effective messages		0
Energy cost savings exceed additional costs of efficient equipment	1	1
Greater reliability, quality for efficient equipment	2	2
Lower total monthly costs when high-efficiency or ENERGY STAR product purchases are financed over time compared to standard-efficiency equipment	3	3
Greater comfort	4	4
Greater resale value for home	5	5
Reduced pollution	6	6
Lower total lifetime costs for ENERGY STAR compared to standard efficiency equipment		
Other (Specify) _____	7	7
Don't Know	97	97

CB12. Please tell me if you strongly agree, agree, disagree, or strongly disagree with the following statements. [CODE 1= STRONGLY AGREE, 2 = AGREE, 3 = DISAGREE, 4 = STRONGLY DISAGREE, 97 = DON'T KNOW OR NO OPINION.]

- a. Offering special financing services is an effective way to help overcome barriers to purchasing high efficiency heating and cooling equipment _____
- b. Financial analyses such as Return on Investment are effective methods for convincing customers to purchase high efficiency heating and cooling equipment
- c. Promotion of high efficiency equipment is a profitable business strategy for my company.....
- d. Customers believe that the ENERGY STAR label lends credibility to energy savings claims for high efficiency heating and cooling equipment.....

CB13. Discussing the environmental benefits of high-efficiency heating and cooling equipment is an effective sales tactic for

- a. All customers
- b. Some customers
- c. Few customers.....
- d. None

ENERGY STAR Effects on Efficiency and Market Share

ME2. Are you aware of the qualifying energy efficiency ratings of the ENERGY STAR equipment you sell?

Yes for all types sold..... 1
 Yes for some types sold.....2
 No3
 Not sure4
 Don't know97

REFERENCE MATRIX: ENERGY STAR MINIMUM EFFICIENCY CRITERIA

Type of Equipment	Efficiency Criteria
Gas and Oil Furnaces	AFUE 90%
Oil or Gas Boilers	AFUE 85%
Central Air Conditioners	SEER 12
Air Source Heat Pumps	SEER 12 and 7.0 HSPF
Gas Fired Heat Pumps	1.2 COP Heating/1.25 COP Cooling
Thermostats	Required Features: separate weekday and weekend programs, each with 4 customized temperature settings; advanced recovery feature designed to minimize on time needed to reach a set point; ability to maintain temperature within +/- 2 degrees of setpoint; override feature that does not automatically delete programs.
Geothermal Heat Pumps	2.8 COP heating and 13 EER for cooling

ASK ME3 - ME6 FOR EACH KIND OF EQUIPMENT REPORTED SOLD IN QUESTION CH2.

ME3. The minimum ENERGY STAR efficiency rating for [TYPE OF EQUIPMENT FROM QUESTION CH2] is [EFFICIENCY CRITERIA FROM REFERENCE MATRIX]. In 1997, what percentage of the units you personally sold met or exceeded this efficiency level? [.....ENTER PERCENTAGE IN GRID.]

ME4. What was that percentage in 1998? [ENTER PERCENTAGE IN GRID.]

IF ME3 DOES NOT EQUAL ME4, ASK ME7a, ELSE SKIP TO CONSUMER AND GENERAL BUSINESS TRENDS SECTION.

ME7a. What do you think was the most important factor that contributed to these changes?
[ENTER ANSWER IN GRID LIST FROM ME7b.]

ME7b. Were there other factors? [CHECK ALL THAT APPLY].

- Changes in dealer selling practices..... 1
- Changes in price of efficient equipment versus standard..... 2
- Changes in energy prices..... 3
- Changes in general economic conditions for homeowners 4
- Changes in building codes 5
- Changes in the new home market/builder demand 6
- Promotion by equipment manufacturers 7
- Visibility of the ENERGY STAR label 8
- Changes in technical performance of equipment 9
- Changes in weather conditions 11
- Rebate programs 12
- Special ENERGY STAR financing programs..... 13
- Other (Specify) 14
- Don't know 97

ANSWER GRID FOR Qs ME3 - ME7

Equipment Type	ME3	ME4	ME7a	ME7b
a. Gas/oil furnaces				
b. Gas/oil boilers				
c. Central air conditioners				
d. Programmable thermostats				
e. Air source heat pumps				
f. Geothermal heat pumps				
g. Gas-fired heat pumps				

Customer and General Business Trends

IF SP1 = 1, ASK CR1, ELSE SKIP TO CR2.

CR1 Over the past two years, has recognition of the ENERGY STAR label among your customers increased, decreased, or stayed about the same?

Increased..... 1
 Decreased 2
 Stayed about the same 3
 Don't Know 97

CR3 Over the past two years, has customer interest in high-efficiency as a product feature increased, decreased, or stayed about the same?

Increased..... 1
 Decreased 2
 Stayed about the same 3
 Don't Know 97

IF CR3 = 1 OR 2, ASK CR4a, ELSE CR5.

CR4a. What is the main reason customer interest in high-efficiency has changed over the past two years?

CR4b. Are there other reasons? [CHECK ALL MENTIONED.]

	CR4a	CR4b
No other reasons		0
Greater concern for the environment	1	1
ENERGY STAR promotion, advertising	2	2
Utility program use of the ENERGY STAR label	3	3
Reduction in efficient equipment costs relative to standard efficiency	4	4
Greater concern for equipment reliability, general value	5	5
Changes in economic conditions for consumers	6	6
Changes in energy prices	7	7
Changes in weather conditions	8	8
Availability of special financing programs	9	9
Utility rebate programs	10	10
Other (Specify) _____	11	11
Don't Know	97	97

CR5. Over the past two years, has your ability to offer high-efficiency equipment become more important to the competitive position of your business, become less important, or had no influence on your competitive position?

More important..... 1
 Less important 2
 No effect on competitive position..... 3
 Don't Know 97

IF CR5 DOES NOT EQUAL 3 OR 97 ASK CR6a, ELSE END.

CR6a. What is the main reason for the change in importance of energy efficiency as a competitive strategy?

CR6b. Are there other reasons?

	CR6a	CR6b
No other reasons		0
Greater demand among customers.	1	1
Competing firms are offering more efficient equipment	2	2
Utility program use of the ENERGY STAR label	3	3
Manufacturers are promoting efficient equipment	4	4
Higher profit margins on high efficiency equipment	5	5
Changes in economic conditions for consumers	6	6
Changes in energy prices	7	7
Changes in weather conditions	8	8
Availability of special financing programs	9	9
Utility rebate programs	10	10
Other (Specify) _____	11	11
Don't Know	97	97

CR7 Finally, I'd like to ask you about your perception of trends in the market for ENERGY STAR equipment. Please tell me if you think the following have increased, decreased, or stayed about the same over the past year. CODE 1 = INCREASE, 2 = DECREASE, 3 = STAYED THE SAME, 4 = DON'T KNOW.

- a The number of ENERGY STAR-qualifying models offered by HVAC manufacturers _____
- b The availability of ENERGY STAR-qualifying models to consumers..... _____
- c The price of ENERGY STAR-qualifying models _____

THANK YOU VERY MUCH FOR YOUR TIME AND COOPERATION.